

# METHOD AND SYSTEM FOR PROVIDING PREPAID PHONE ADVERTISING

## ABSTRACT

A method and system for providing advertisement services to a user of pre-paid telephony services includes communicating a PIN via a telephone link to a voice response unit, using a PIN-based index of pre-recorded services to generate a valid access request and matching the PIN link to an existing pre-recorded audio service. The person accessing the voice response unit can control telephonic access to the server or merchant who is offering the service or advertisement via telephone keypad instructions transmitted to the voice response unit and passed on to the data management server. The pre-recorded audio services may be, e.g., stored on a server as digital audio source, several control data fields including the PIN range associated with that message, a field for a dial-to number to the Audio Services Provider/Owner and fields to contain accounting numbers. The owner of the prepaid calling card may also be allocated additional call value or call time increments as a result of their selection of an option to receive additional, longer or other audio services during their call sequence.